

March 28, 1941

Mr. Roy Wilkins,
69 Fifth Ave.,
New York City.

Dear Friend:

I was glad to receive your letter of March 26th. I was afraid my first letter to Minnie might have gone astray.

I can understand the fact that the entire Board would want to act on any matter on which the organization will go on record on a large scale. Please understand that there is no selfish motive behind this suggestion. I am sure you realize my interest in our organization, the N.A.A.C.P. has dated back for sometime. I have often wished I could do something worthwhile.

It does seem to me that large crowds we have at the Ball Parks present a splendid opportunity to solicit funds. There would be no previous advertising, for one thing the ball fans do not want to be annoyed at the games, and secondly, as you no doubt know, it is against the policy of Baseball Parks to permit any selling of anything other than what the concessaires have permits for. I do feel, however, that this one appeal could be made, and that any one would willing spend a dime for a button or a tag.

We made our League schedule up for the first half and it expires July 4th. The two Leagues will meet again in June in New York, at that time I will ask them to co-operate on this program, if your organization decides that it is worthwhile. My idea was to have each Ball Park on one Sunday permit the sale of buttons or tags for the N.A.A.C.P. The program would be handled by the local Chapter of your organization, and there would be no question of any part of the proceeds going any place else. If you decide going into it further, I will look to hear from you.

Hoping you and Minnie are both well.

Very truly yours,

EM:CCJ